

MAY 17 1920

1.

"CHU CHU"

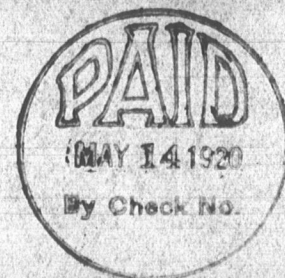
Produced by Ford Motor Company

Released through Goldwyn

Copyrighted 1920 by Ford Motor Company, Detroit, Michigan.

2. Chicle is a product of the Sapoteros tree of tropical America. This tree is tapped once every four years. The milk-like sap is boiled into a hard mass for shipping. In 1916, 7,347,000 pounds of chicle were imported into the United States.
3. A good judge will readily estimate the moisture, shrinkage, quality and color of the crude chicle.
4. By a grinding, filtering and steaming process, dirt and bark are removed without injuring chewing qualities of the gum.
5. The chicle is run into pans and weighed; each ingredient is also weighed or measured according to flavor or kind of gum desired.
6. All are mixed in a steam mixer for $1\frac{1}{2}$ hours.
7. Rolled in sugar, the gum is placed in a kneading machine, and issues forth in long strips. These are cut into blocks.
8. Some of the "Overly Plump" have tried this, but never with such satisfactory results.
9. Marking the "5 for a nickel" size.
10. She can call it a day when she has broken 200,000 sticks.
11. Wrapping. Over 28,124,000 lbs. or 844 million packages of chewing gum are consumed annually in the United States.
12. Putting the finish to chicle by first scoring the slabs into little squares.
13. Which are then separated in a tumbling barrel.
14. Each revolving pan holds 20,000 pieces; it is here that they receive their candy coating.
15. They are then placed in a hopper and automatically fed into boxes. 718,000 lbs. of gum were exported in 1916, mostly to England and Australia.
16. Where there's gum, there's action.

THE END.



This document is from the Library of Congress
“Motion Picture Copyright Descriptions Collection,
1912-1977”

Collections Summary:

The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

Class L Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

Class M Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi021002>



National Audio-Visual Conservation Center
The Library of Congress